

**YOU DOWN WITH UGC?**

# **USER GENERATED CONTENT**

**How do you get your fans to invest themselves in your brand?**

**Let's give 'em something to talk about.**

# #Hashtag



**Surprise & Delight**

Say thanks!



**Using UGC**



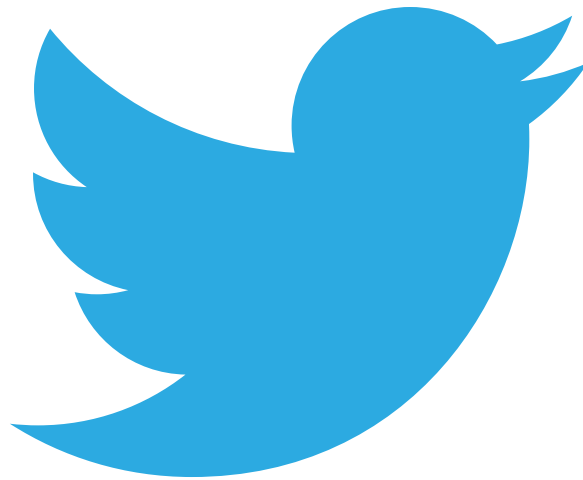
# On Instagram



**Your brand through the eyes of your fans.**



# On Twitter



# Edit and RT.



**70 Visit Salt Lake** @visitsaltlake

2m

Great shot! RT [@ericreplied](#): The Temple in downtown #SLC. This place is crazy beautiful. [pic.twitter.com/Uanf2xrtEV](https://pic.twitter.com/Uanf2xrtEV)

[Hide photo](#) [Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [More](#)



# On Facebook



# Content, content, content.



**Visit Salt Lake**  
Liked · March 8

We loved this photo of 'Block U', our SLC Shot of the Week! 'Like' this if you do too, then check out all of the submissions on our Flickr group: <http://bit.ly/SLCFlickr>

 **Tag Photo**  **Add Location**  **Edit**

Like · Comment · Share · Edit

 215 people like this.

 12 shares

**Heather Wheeler** WELL DONE Diego !! This is a great photo of you looking into the valley on your mountain hike 😊!!  
March 8 at 1:11pm · Edited · Unlike · 1

...

**Kimberlee Wynne Gull** Home Sweet Home 😊  
March 8 at 2:03pm · Like

**Jeff Nielsen** Yes, "Home Sweet Home", wish I

 Write a comment...

**WE'RE DOWN WITH UGC!**

# Thank you!

## QUESTIONS?

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